

EXHIBIT 8-B

SAMPLE FORMAT FOR A NEWS RELEASE

*(Type on letterhead of City, Town, County, Community Development or Planning Office,
or CHDO Administering the HOME Project)*

CONTACT: *Name*
Title
Phone Number

FOR IMMEDIATE RELEASE:

BRIEF HEADLINE IN CAPITAL LETTERS
(Headline that draws reader's attention)

LOCATION -- DATE--FIRST PARAGRAPH

If possible, begin the news release with an eye-catching quotation. Beginning the release with an attention getting statement attributed to a specific individual increases the chances of having the release published. Always have at least two of the five "*Who, What, When, Where, Why, and How?*" questions answered in the first paragraph and the remainder of those questions answered by the end of the second paragraph. Often only the first paragraph or two will be used by a newspaper, so make sure the information is included in order of importance.

SECOND PARAGRAPH

The rest of the release is used to provide supplemental background information regarding the topic of the release. Newspapers prefer double-spaced news releases for editing purposes.

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